

MAY 31 2006

**Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S050075**

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

Town of Menasha

Mailing Address

2000 Municipal Dr.

City

Neenah

State

WI

Postal Code

54956

County(s) in which Applicant is located

Winnebago

Type of Municipality: (check one)

☐ County

☐ City

☐ Village

☒ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

George L. Dearborn, Jr., AICP

Title

Directory of Comm. Devlp.

Mailing Address

2000 Municipal Dr.

City

Neenah

State

WI

Postal Code

54956

E-mail address

gdearborn@town-menasha.com

Telephone Number (include area code)

920 788-3945

Fax Number (include area code)

920 720-7116

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/ .)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html .)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 12	Total municipal population (in year 2000): 15,859
MS4 service area within Urbanized Area (in square miles): 8.5	Municipal population within Urbanized Area (in year 2000): 15,000

Section V: Potential Permit Exemption

Yes	No	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The Town has initiated a public outreach program. The attachments describe existing and planned activities.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The Town is in the process of setting up a citizen committee. The attachments describe existing and planned activities.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The Town will monitor water quality as required under section 2.3 of the MS4 permit. The attachments describe present and planned programs that are and will address this issue.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The Town has begun a program to comply with section 2.4 of the MS4 permit. The attachments describe present and planned programs.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The Town has established a program to address this issue. The attachments describe existing and planned programs.

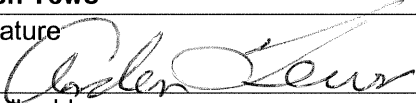
F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The has initiated a pollution prevention program. The attachments describe existing and planned programs.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name Arden Tews	Title Town Chairman
Signature 	Date Signed 5/23/06
E-mail address cdd@town-menasha.com	Telephone Number (include area code) 920 720-7100
	Fax Number (include area code) 920 720-7116

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921

Attachments For:
Town of Menasha MS4 General Permit
WPDES Permit Number WI-S050075

A. Public Education and Outreach

Existing Activities

The Town works with developers to explain erosion control requirements and assists anyone when they develop their stormwater control plans for new developments. The Town promotes recycling and pursues the dedication of environmental corridors to preserve stream banks.

Planned New Activities

The Town will expand its public education and outreach program to incorporate more public education and outreach. This expanded program will include the following elements and materials:

1. Development and distribution of brochures and other materials and an addition to the Town's website that will explain the importance of water quality and the need to protect the storm sewer system from discharges that do not meet appropriate water quality standards. This educational program will include explanations of potential pollution sources and encourage everyone to be aware of these sources of pollution and prevent them or report them to the proper authorities.
2. Development and distribution of brochures, flyers and similar materials and an addition to the Town's web site that explains the advantages and benefits of recycling, composting of leaves and grass clippings and the correct use of fertilizers and pesticides.
3. The Town will further encourage proper land development that benefits environmentally sensitive land and encourage the preservation or dedication of wetlands, environmental corridors, and other natural areas that preserve and enhance water quality.

NEWSC (Northeast Wisconsin Storm water Consortium)

The Town will also join NEWSC. This is a regional organization that will maximize the implementation of the requirements of the MS4 storm water permits.

Measurable Goals:

1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems **by joining NEWSC by January 15, 2007, and by placing articles in the Town's quarterly newsletter beginning May 1, 2006 and developing and distributing flyers and brochures by February 1, 2007.**
2. Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices **by joining NEWSC by January 15, 2007 and by placing articles in the Town's quarterly newsletter beginning May 1, 2006 and developing and distributing flyers and brochures by February 1, 2007.**

3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides by joining NEWSC by January 15, 2007 and by placing articles in the Town's quarterly newsletter beginning May 1, 2006 and developing and distributing flyers and brochures by February 1, 2007.
4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways by joining NEWSC by January 1, 2007 and by placing articles in the Town's quarterly newsletter beginning May 1, 2006 and developing and distributing flyers and brochures by February 1, 2007.
5. Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks by joining NEWSC by January 1, 2007 and by placing articles in the Town's quarterly newsletter beginning May 1, 2006 and developing and distributing flyers and brochures by February 1, 2007.
6. Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices by developing and distributing flyers and brochures by February 1, 2007.
7. Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods on storm water pollution prevention by by joining NEWSC by January 1, 2007 and by placing articles in the Town's quarterly newsletter beginning May 1, 2006 and developing and distributing flyers and brochures by February 1, 2007.
8. Promote environmentally sensitive land development designs by developers and designers by updating existing ordinances to encourage this type of development by March 1, 2007.

B. Public Involvement and Participation

Existing Activities

The Town already notifies residents and property owners about general municipal activities in its newsletter including issues relating to stormwater and erosion control. This vehicle along with the Town's web site and informational meetings will be used to inform and involve everyone.

Planned Activities

The Town will expand the content of all existing public involvement to include more detailed content and develop or use already developed flyers to further explain the issue of water quality and encourage local public involvement. These materials will include discussions of how one can prevent storm water pollution and what the typical sources of this pollution are. The Town will also hold periodic informational meetings with various groups to explain how storm water systems work and how everyone can help to improve water quality in the Town and the region.

NEWSC

Membership in NEWSC will further expand the Town's public involvement and participation through regional public meetings and outreach efforts.

Measurable Goals:

1. Join NEWSC by January 1, 2007

2. Develop flyers, brochures and newsletter articles by February 1, 2007

C. Illicit Discharge Detection and Elimination.

Existing Activities

Town staff already responds to complaints on water quality. All complaints are logged in a data base to ensure proper follow through.

Proposed Activities

The Town will develop a new program to further improve its monitoring efforts. The Town will update its existing storm water ordinance to incorporate procedures for illicit discharge detection and elimination to ensure full compliance with section 2.3 of the MS4 permit. This ordinance update will include enforcement authority. A program or procedure will be developed to examine the existing stormwater system in more detail and provide for periodic monitoring of storm water discharges. This monitoring may ultimately include period testing of storm water quality at established key locations and at other locations when it is suspected that storm water quality may not be acceptable.

Regional Efforts with NEWSC

The Town's membership in NEWSC will expand its program of illicit discharge detection and elimination on a regional basis.

Measurable Goals:

- 1. Amend and or update existing ordinances or other regulatory mechanisms to prevent and eliminate illicit discharges and connection to the MS4 beginning January 1, 2008.**
- 2. Develop a process to provide for initial screening at all major outfalls during dry weather periods by June 1, 2008.**
- 3. Develop an ongoing field screening process of outfalls during the term of the permit by June 1, 2008.**
- 4. Develop procedures for responding to known or suspected illicit discharges by June 1, 2008.**

D. Construction Site Pollution Control.

Existing Activities

The Town has implemented a number of programs to address construction site pollution control. These programs include staff visiting and observing sites on a periodic basis to determine if construction site pollution has or is occurring.

Proposed Activities

The Town will be updating its existing storm water control ordinance to ensure its full compliance with section 2.4 of the MS4 general permit. This ordinance will include additional provisions for the regulation and prevention of construction site pollution.

Measurable Goals:

1. Develop and ordinance or other regulatory mechanism to require erosion and sediment control at construction sites an establish sanctions to ensure compliance. **Existing**

ordinances shall be reviewed and revised as needed to comply with the NR 152 by June 1, 2008.

2. Review and modify as needed existing procedures for construction site inspections and enforcement of erosion and sediment control **by June 1, 2008.**

E. Post-Construction Site Storm Water Management

Existing Activities

The Town monitors storm water systems following their completion on a periodic basis.

Proposed Activities

The Town will further enhance both its post construction site storm water management procedures and regulations to ensure that all implementation and enforcement will comply with the requirements of section 2.5 of the MS4 permit. These enhancements will also include new procedures to ensure proper inspection and continued monitoring of these facilities.

Measurable Goals:

1. Develop or modify existing ordinances to ensure that the regulation of post construction storm water discharges from new development and redevelopment is compliant with NR 152 **by June 1, 2008.**
2. Modify as needed existing procedures the will be used by the permittee to ensure the long term maintenance of storm water management facilities fully comply with NR 152 **by June 1, 2008.**

F. Pollution Prevention

Existing Activities

The Town already has implemented a number of procedures to prevent pollution including street sweeping and de-icing management, grass and leaf clippings management, control and management of municipal garages and storage buildings and management of pesticide and fertilizer applications.

Proposed Activities

Further review of all procedures and the enhancement of these procedures will be conducted to help ensure compliance with section 2.6 of the MS4 permit.

Measurable Goals:

1. Develop programs for routine inspection and maintenance of municipally owned or operated structural storm water management facilities to maintain their pollutant removal operating efficiency **by June 1, 2008.**
2. Develop programs to verify the routine street sweeping and cleaning of catch basins with sumps as needed **by June 1, 2008.**
3. Develop procedures for proper disposal of street sweeping and catch basin cleaning waste **by June 1, 2008.**
4. Develop procedures for the application of road salt and deicers to ensure that the minimum amount necessary is applied while still maintaining public safety by **June 1, 2008.**

G. Storm Water Quality Management

Existing Activities

The Town has contracted with an engineering firm to implement a Urban No point Source & Storm Water Planning Grant. The implementation of this grant will assist the Town in developing and implementing a complete municipal storm water program. The Town has already been actively implementing many of the required activities of a municipal storm water program.

Proposed Activities

The planning grant will be completed in the next 18 months.

Measurable Goals:

1. The Town will to the maximum extent practicable implement storm water management practices to achieve a 20% reduction in annual average mass of total suspended solids discharging from the surface waters of the state **by March 10, 2008.**
2. The Town will evaluate all municipally owned or operated structural control facilities to determine the feasibility or need to retrofit them to increase the suspended solid removal from runoff **by March 10, 2008.**
3. The Town will use the SLAMM model to determine compliance with NR 151.13(2) **by January 1 2008.**

H. Storm Sewer System Map

The Town is now developing a storm sewer map as required by MS4 permit. The storm sewer map will be used to assist in the compliance of the MS4 permit.

Measurable Goals:

The storm sewer map will be developed **by January 1, 2008.**

I. Annual Report

The Town will submit an annual report as required by the MS4 permit **by March 31, 2008.**

J. Reapplication for MS4 Permit

The reapplication for and MS4 Permit will occur **by March 31, 2009.**

Summary of Compliance Schedule

1. Public Outreach and Education
 - a. **1-1-2007** Promote detection and elimination of illicit discharges.
 - b. **1-2-2007** Inform and educate the public about ways to limit storm water pollution.
 - c. **2-1-2007** Promote proper lawn maintenance.
 - d. **2-1-2007** Promote stream bank and shoreline management.
 - e. **2-1-2007** Promote storm water infiltration on residential lots.
 - f. **2-1-2007** Inform and educate the public storm water design and practices.
 - g. **2-1-2007** Identify and educate about activities that may cause storm water pollution.
 - h. **2-1-2007** Promote environmentally sensitive land development.
2. Public Involvement and Participation
2/1/2007
3. Illicit Discharge Detection and Elimination
 - a. **1-1-2008** Amend and update ordinances.
 - b. **6-1-2008** Develop process for initial screening of major outfalls.

- c. **6-1-2008** Develop ongoing screen process for outfalls.
 - d. **6-1-2008** Develop procedures for responding to illicit discharges
- 4. Construction Site Pollution Control.
 - a. **6-1-2008** Amend existing ordinance to ensure compliance with NR 152.
 - b. **6-1-2008** Review and modify procedures for construction site inspections and enforcement.
- 5. Post Construction Storm Water Management
 - a. **6-1-2008** Modify existing ordinance to ensure the regulation of post construction storm water discharges.
 - b. **6-1-2008** Modify as needed existing procedures to ensure long term maintenance of storm water management facilities.
- 6. Pollution Prevention
 - a. **6-1-2008** Develop programs for routine inspection and maintenance of municipally owned or operated structural storm water facilities.
 - b. **6-1-2008** Develop programs to verify the routine street sweeping and catch basin sump cleaning.
 - c. **6-1-2008** Develop procedures for disposal of street sweeping and catch basin waste.
 - d. **6-1-2008** Develop procedures to minimize the application of salt and deicers on public roads.
- 7. Storm Water Quality Management
 - a. **3-10-2008** Achieve, to the maximum extent practicable, a 20% reduction in suspended solids discharge.
 - b. **1-1-2008** Evaluate all municipal structural control facilities to determine the need or necessity to retrofit them to improve the reduction in suspended solids.
 - c. **1-1-2008** Implement the SLAMM model to determine compliance with NR 151.
- 8. Storm Sewer System Map
1-1-2008
- 9. Amendments
As required
- 10. Annual Report
3-1-2008
- 11. Reapplication for Permit Coverage
3-31-2009